

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently amended) A method of conducting an electronic online auction between a plurality of ~~potential~~ bidders, comprising:
  - (a) receiving a plurality of bids from bidders;
  - (b) determining, using a computer, a rank[[ing]] for each bid in the plurality of bids; ~~said bids in order of attractiveness;~~ and
  - (c) for each bid, displaying the rank determined in (b) to the bidder who made the bid, and not displaying the value of any other bids.
2. (Previously presented) The method of claim 1, wherein the ranking in (b) determines an ordinal rank for each bid that is displayed to the bidder in (c).
3. (Previously presented) The method of claim 1, wherein (b) comprises ranking bids in accordance with the price of the bids.
4. (Previously presented) The method of claim 1, further comprising transforming a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.
5. (Previously presented) The method of claim 1, wherein (a) comprises receiving transformed bid information.
6. (Previously presented) The method of claim 5, wherein (a) comprises receiving a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.
7. (Previously presented) The method of claim 1, further comprising transmitting the rank to the bidder.

8. (Previously presented) The method of claim 1, further comprising (b) and (c) as new bids are received.

9. (Previously presented) The method of claim 1, wherein (c) comprises displaying a tie rank to the bidder if the ranking in (b) results in a tie.

10-18. (Withdrawn)

19. (Currently amended) A system for processing the bidding information in an electronic auction amongst a plurality of bidders, comprising:

an interface configured to receive ~~means for receiving~~ a plurality of bids from bidders;

a processor configured to determine a rank ~~means for ranking~~ for each bid in the plurality of [[said]] bids in order of attractiveness; and

for each bid, cause ~~means for displaying~~ the rank to be displayed to the bidder who made the bid, and the value of any other bids to not be displayed.

20. (Currently amended) The system of claim 19, wherein ~~said means for~~ ranking bids includes ~~means for~~ determining an ordinal rank for each bid that is displayed to the bidder.

21. (Currently amended) The system of claim 19, wherein ~~said means for~~ ranking bids includes ~~means for~~ ranking in accordance with the price of the bids.

22. (Currently amended) The system of claim 19, wherein the processor is further configured to ~~comprising means for~~ transform[[ing]] a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.

23. (Cancelled)

24. (Currently amended) The system of claim [[23]] 19, wherein ~~said means for~~ receiving bids comprises ~~means for~~ receiving a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.

25. (Currently amended) The system of claim 19, wherein the processor is further configured to  
~~comprising means for~~  
transmit[[ting]] the rank to the bidder.

26. (Currently amended) The system of claim 19, wherein the communication interface is  
further configured to ~~comprising means for receiving and ranking~~ receive and rank bids as new  
bids are received.

27. (Currently amended) The system of claim 19, wherein ~~said means for~~ displaying the rank  
comprises ~~means for~~ displaying a tie rank to the bidder if the ranking results in a tie.

28-37. (Withdrawn)

38. (New) A computer program product for conducting an electronic online auction between a  
plurality of bidders, the computer program product being embodied in a computer readable  
storage medium and comprising instructions which when executed cause a processor to:

receive a plurality of bids from bidders;

determine a rank for each bid in the plurality of bids; and

for each bid, display the determined rank to the bidder who made the bid, and not display  
the value of any other bids.